

**POSITION DESCRIPTION**

DER-PERS-10 (Rev. 5-84)

State of Wisconsin

Department of Employment Relations

PD.DOT

**IMPORTANT: PLEASE READ ATTACHED INSTRUCTIONS**

1. Position No. 036677	2. Cert/Reclass Request No.	3. Agency No. 225
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4. NAME OF EMPLOYEE <b>Marta S. Bechtol</b>	5. DEPARTMENT, UNIT, WORK ADDRESS <b>Educational Communications Board</b>
6. CLASSIFICATION TITLE OF POSITION <b>Unclassified (ESG3)</b>	3319 W. Beltline Hwy. Madison, WI 53713
7. CLASS TITLE OPTION ( <i>To be filled out by Personnel Office</i> )	8. NAME AND CLASS OF FORMER INCUMBENT <b>Linda A. Hanson</b>
9. AGENCY WORKING TITLE OF POSITION <b>Director, Wisconsin Media Lab</b>	10. NAME AND CLASS OF EMPLOYEES PERFORMING SIMILAR DUTIES
11. NAME AND CLASS OF FIRST-LINE SUPERVISOR <b>Gene Purcell, Executive Director</b>	12. FROM APPROXIMATELY WHAT DATE HAS THE EMPLOYEE PERFORMED THE WORK DESCRIBED BELOW?

13. DOES THIS POSITION SUPERVISE SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? IF YES, COMPLETE AND ATTACH A SUPERVISORY POSITION ANALYSIS FORM (DER-PERS-84)	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
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14. POSITION SUMMARY - PLEASE DESCRIBE BELOW THE MAJOR GOAL OF THIS POSITION:  
The Director of Wisconsin Media Lab reports directly to the Executive Director of the Educational Communications Board (ECB) and advises her/him on matters relating to the delivery and development of educational media appropriate for K-12 education in Wisconsin. The director serves as a member of the agency leadership team and is responsible for the management of Wisconsin Media Lab. The Wisconsin Media Lab Director supervises the Director of Instructional Programs Development (Executive Producer) and the Content & Outreach Manager. (continued on page 2)

15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION (*Please use sample format and instructions on attached sheet.*)

- **GOALS:** Describe the major achievements, outputs, or results. List them in descending order of importance.
- **WORKER ACTIVITIES:** Under each goal, list the worker activities performed to meet that goal.
- **TIME %:** Include for goals and major worker activities.

TIME %	GOALS AND WORKER ACTIVITIES (Continue on attached sheets)
35%	A. Develops the division's strategic and long-range plans <ol style="list-style-type: none"><li>1. Researches educational technologies, initiatives, issues and trends that have bearing on the implementation and use of technology in schools. Uses this knowledge to set the direction for Wisconsin Media Lab's project development and for defining delivery formats that best meet Wisconsin's current and future education needs.</li><li>2. Keeps abreast of current issues, policies and practices that impact PK-12 education, and considers their implication on media production and utilization.</li><li>3. Determines production priorities in keeping with the mission and resources of the organization; directs the development of educational media projects.</li><li>4. Determines content priorities based on identified state needs and directs the acquisition and licensing of standards-based educational media to be utilized in Wisconsin.</li><li>5. Determines outreach and promotional priorities based on state, grant, or other requirements; audience metrics; statewide events; staff and cost-efficiency.</li></ol>

16. SUPERVISORY SECTION - TO BE COMPLETED BY THE FIRST LINE SUPERVISOR OF THIS POSITION (*See Attached Instructions*)

a. The supervision, direction, and review given to the work of this position is ☐ close ☐ limited ☒ general

b. The statements and time estimates above and on attachments accurately describe the work assigned to the position. (*Please initial and date attachments.*)

Signature of first-line supervisor \_\_\_\_\_ Date \_\_\_\_\_

17. EMPLOYEE SECTION - TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position. (*Please initial and date attachments.*)

Signature of employee \_\_\_\_\_ Date \_\_\_\_\_

18. Signature of Personnel Manager \_\_\_\_\_ Date \_\_\_\_\_

P-file	DER	Employee	Dept File	Cert Request
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15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION (*CONTINUED*)

TIME %	GOALS AND WORKER ACTIVITIES
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**POSITION SUMMARY** (continued from page 1)

The director is responsible for all K-12 education-related activities of the ECB and the Wisconsin public media partnership. The director provides expert leadership and management of projects, services, programs, grants and activities pursuant to the educational and technology goals of the agency. The director performs all functions associated with supervision of staff including, but not limited to: hiring, training, establishing operating procedures, reviewing work of subordinates, counseling subordinates on performance, training and orienting new employees. The director consults and collaborates with peers within state government; public and private education; associated professional organizations; and public media partners in Wisconsin and beyond.

**GOALS and WORKER ACTIVITIES** (continued from page 1)

- 30% B. Adminstrates division activities as part of agency leadership team
1. Participates with other division heads as part of the agency management team to determine how the agency carries out state statutes and board policies.
  2. Collaborates with leadership team members to develop cross-divisional strategic plans, contribute to mission-centered partnership projects, and unify messaging to audience and constituent groups.
  3. Prioritizes and allocates division budget.
  4. Assists the executive management of the agency with the preparation of reports, documents and policy papers periodically and as necessary.
  5. Writes proposals and administer grant contracts for educational media productions when opportunities aligned to mission, state need, and partnerships are presented.
  6. Negotiates and administers contracts for the distribution of Wisconsin Media Lab programs and resources beyond Wisconsin.
  7. Participates with other division heads in the development of continuance of operations plans for emergencies (i.e. natural disaster, pandemic, national emergency, etc.) Maintains and updates division plan.
- 15% C. Leads division staff
1. Shares strategic vision with staff; establishes the tone and climate of the Wisconsin Media Lab work environment.
  2. Directly supervises Executive Producer and Content Manager; provides overall leadership to the Wisconsin Media Lab team with regard to hiring and new employee orientation; staff training and professional growth; equipment, software, productivity and staff needs.
  3. Conducts yearly performance evaluations.
  4. Implements agency EEO/AA policy goals and objectives in all supervisory actions including, but not limited to: hiring, training, provision of promotional opportunities, and assuring a workplace free of the effects of sexual harassment and discrimination.
- 15% D. Cultivates partnerships and external relationships
1. Represents the division and agency in the presentation of programs before local, regional, state and federal agencies and committees.
  2. Serves as ECB's education liaison with other state agencies, educational institutions, professional organizations and associations.
  3. Maintains regular contact with Milwaukee Public Television and WDSE Duluth/Superior regarding Wisconsin Media Lab projects and planning.
- 5% E. Fulfills other duties as assigned by the Executive Director